

Growing the Greenbelt

Draft Communications Plan

Goals

- Increase **public** awareness of and support for the Greenbelt
- Increase **landowner** support for and participation in preserving the Greenbelt

Background

- ?

Strategy

- Use a combination of earned, paid and social media to strengthen public and landowner support for the Greenbelt.

Target audiences

- Ann Arbor city taxpayers who have paid for the greenbelt
- Existing and potential landowner participants in program
- City, county, regional, and federal elected officials and policy makers

Existing efforts:

- Annual event at public library featuring landowners
- Annual bus tour of greenbelt properties
- List serv managed by City Communications Staff (how many recipients? How often is Greenbelt featured?)
- Sign effort highlighting conserved lands
- Tabling at community events

Potential efforts:

- FAQ for board members and public
- Greenbelt facebook page and twitter account and presence on City's FB and Twitter pages
- Greenbelt-exclusive list serv with target goal of 500 emails in 2014 – Goal to submit monthly updates
- Tri-fold brochure
- Implementation of Registry Program for potential landowners
- Partnerships with area businesses that support local agriculture as an alternate source of matching funds (?)
- Public outreach through event tabling, speaker's bureau, etc.
- Powerpoint presentation
- Driving and bike maps that can be downloaded from website (in partnership with existing effort for bikers?)
- Birding opportunities?

Enlisted Messengers

- Landowners
- GAC members
- City Council members

Potential Allies

- Conservancies and environmental organizations
- 4H
- Local food movement and markets
- University of Michigan
- Business community (Cherry Republic, etc.)
- Farm Bureau
- Current landowners

Media targets

- Newspapers and other print (weeklies, monthlies)
- Online news and community sources
- Health, agriculture and food newsletters and magazines
- Business journals
- Editorial boards

Key messages summary

- ? To be drafted

Calendar of events:

- March 31: Local Food Summit
- April or May: Ann Arbor Observer article
- June: Mayor's Green Fair
- June-July: Ann Arbor Summer Arts Festival
- July 16-29: Ann Arbor Art Fair
- September HomeGrown Festival
- Nov: 10 year anniversary
- ?

Next steps:

1. Meet with City Communications to staff to determine what can be done in-house, specifics on media outlets the city currently utilizes, and details for potential internship
2. Develop FAQ and brochure
3. Develop comprehensive media list
4. Create and post internship opportunity
5. With internship help, create facebook page and twitter account
6. Develop annual calendar and populate with events
7. Enlist GAC to form events/outreach committee